

Spring Shopping In Full Swing at This Store

SERVICE

IF there's one thing that this store bends its energies to accomplish, more than another, it is in giving Service. And, as we sense the meaning of Service, it is plentiful stocks of merchandise, displayed so as to make buying pleasurable—sold intelligently and always with the guarantee of quality that means satisfaction through the life of the thing bought. Sample the J. H. C. Peterson's Sons Co. service.

Sale of Children's Spring Coats, 5.75

AN opportunity to purchase children's coats at a saving. A good assortment of children's coats in checks, plaids and plain colors; with silk collar and cuffs, sizes 6 to 14. Values Worth Up to 12.50, Special at 5.75

NO woman busy planning what to wear for Spring and Summer months but who can find wonderful inspiration in the magnificent display of new styles assembled at this store. Newness and novelty, beauty and bounteousness bloom in the fashion departments. The goods are all fresh and new, and the prices are fully in accord with the present day economy problem—the savings being real and the value unmatched. If you believe in thrift you cannot afford to miss the specials we have to offer. Large assortment of the newest and best await your selection at prices to please.



Wonderful Array of Summer

Frocks, 7.50 to 15.00

SUMMER time is white, time to most women, for white is so appropriate to youthful charm. Those women who appreciate dainty things are invited to view our splendid collection of beautiful Lingerie Dresses.

Gingham Tub Frocks in Checks, Shadow Plaids, Fancy Lace and Embroidery Trimmed

We are featuring some exceptional values in gingham tub frocks. It will pay you to visit our Ready-to-Wear section on the third floor and see what we have to offer.

Gingham Frock Specials at 9.75 and 12.50

Tub Skirts are Now in Demand

1.50 to 6.75

FOR wear the first Summer days that are rapidly approaching. The new tub skirts are beautiful, carefully tailored. Every skirt carried the label, "Material in this garment guaranteed shrunk." And they are in charming variety—

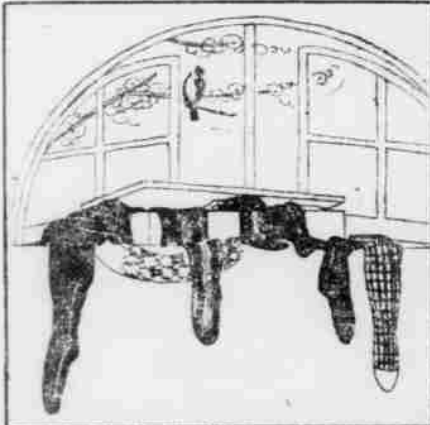
Plain Tailored Models—Fancy Novelty Styles—Good Pearl Buttons

Come in fine gabardine, novelty shadow plaids, soft pique and figure suitings; good wide belting used; pre shrunk. Sizes up to 38 waist.

Some Extra Special Values Marked at 3.50 —Third Floor



Hosiery News!



NO footwear, no matter how distinctive, is effective without it being complemented by good hosiery. The new silk hosiery now being shown here is charming to the point of elegance—fascinating, smart, yet not extreme. Our hosiery stock is complete and embraces plain and fancy stockings in black, white and colors.

Women's Fancy Silk Hose—Extra good quality hose. Come in all sizes. Exceptional good values. Ranging in price, per pair, from 7.50 to 1.75
Women's Silk Hose—Come in all the leading shades; all sizes; a strong and durable hose that will give satisfactory service. Ranging in price, per pr., from 1.00 to 2.50 to 1.00
Women's Fibre Silk Hose—Come in a wide range of sizes; well made and in a variety of colors. Ranging in price, per pr. from 1.00 to 40c
—Main Floor

We Will Buy Your Liberty Bonds

We will accept your Liberty Bonds at full value for credit to be traded out at convenience of customer.

Liberty Bonds at Par

Many people have strained their credit in buying bonds and have run short of ready cash. We will take care of this for you. \$50 Bond will give \$50 credit to customer. \$100 Bond will give \$100 credit, etc.

CALL AT CREDIT OFFICE

Deposit Your Liberty Bonds With Us

New Silk Gloves!

A PAIR of silk gloves for all events. They are all appropriate, one style or another, for any occasion of summer time, and they are cool. It is indeed a superb collection, look at it as you will. The gloves are right in every way, quality, fit, finish, material and workmanship, all are of the highest order.



Kayser Silk Gloves—Every pair is pure silk. Come in plain and novelty effects. With 2 clasps. Ranging in price from 2.00 pr. down to, pr. 75c
Fownes' Silk Gloves—In novelty effects. Come in white only for spring or summer wear; all sizes. Extra good quality. Specially priced at, pair \$1.50
Niagara Maid Silk Gloves—Exceptional value in plain, embroidery. Milanese silk, double tip fingers; all sizes. Priced per pair, 1.35 at —Main Floor

Patriotic Women Are Buying Low Shoes

Thus They Help the Government to Obtain the Leather It Needs

A WONDERFUL display of Oxfords and Pumps built on fashionable lasts with graceful, slender lines. We have them in both welted and Cuban and the regulation Louis heels. Come in tans, black and patent leathers. The government recommends low shoes this year to help conserve the supply of leather. Allow us to assist by selling the shoes at lower than usual prices.

Ranging in Price from 3.50 up to 9.00

—Shoe Section—Second Floor



NEW TRIMMED HATS

Exquisite Charm and Beauty

WE have new Summer Millinery arriving almost daily. The most beautiful display of Summer Millinery we have ever shown. Models that include the best style thought of the leading designers. These are Leghorn Hats, White Milan Hats, Georgette Crepe Hats and numerous other fetching styles. Styles include the popular Hindoo turbans, sailors, mushrooms, tricornes, etc., smartly trimmed.

They are made of the finest straws. Visit our millinery department on the third floor and see the wonderful display. Millinery Fresh from the Work Rooms



Important For Friday Only

Toilet Goods Specials
Woodbury's facial soap, 21c.
Pepsodent Tooth Paste, 39c.
Jergens' Lotion, special, 29c.
Jergens' Glycerine soap, 3 for 25c.
Bourjia Diana face powder, 25c.
Peroxide, large bottle, 21c.
\$1.75 Lace and Voile Curtains, Pair, 75c
About 75 pair of white and ecru lace and voile curtains, all 2 1/4 yds. long. From one to five pair of a kind. Values up to \$1.75 a pr. Special at 75c.
Wool Knitting Yarn, 75c
Genuine South American uncombed wool yarn, khaki color. Good, serviceable, heavy, all-wool yarn for sweaters, aviation caps, wristlets.
26 In. Organdy Flourelle, Yd., 13c
Fifty pieces of 26 In. Organdy Flourelle, sheer and cool; fast colors; exceptional value. Specially priced, yd., 13c.
150 Flouncings, Yd., 65c
An extra special in 45 In. Dress Flouncings. Worth up to \$1.00 a yd. Friday special, yd., 65c.

For Saturday Only

Children's Hose, pr., 32c
A nice assortment of children's hose; black only; made by a well known manufacturer—light weight for girls—heavier weight for boys. Specially priced for Saturday. Sizes 6 to 8, pr., 32c.
Dinner Ware, Special, 25c
A special for Saturday in odd dinnerware, platters, all sizes, covered dishes, water pitchers, sugar and creamers, etc., choice, each, 25c.
5500 Porch Dresses, Only 1.98
An extra special for Saturday only. Porch dresses, tunic sets, 2 piece sport dresses, straight line. Actually selling for less than price of materials. Values up to \$5.50, for Saturday, \$1.98.
White Waist Patterns, Each, 69c
For Saturday only, extra good quality white waist patterns; 3 1/2 yd. lengths. Specially priced, each, 69c.
Baby Rock-a-Bye Swing, \$1.25. —Main Floor

Philippine Baskets

AN exclusive showing of Philippine Baskets, hand made by the natives of the Philippines. There are baskets for all purposes—and very reasonably priced. See them in our Gift Shop. —Gift Shop—Second Floor

Buy Thrift Stamps

If our country is worth fighting for, it is worth saving for! Buy a Thrift Stamp every week. A 25c stamp will start you on the road to thrift. At the same time you are helping to win the war. —Second Floor

J. H. C.

Petersen's

SONS CO

DAVENSPOET, IOWA

Flag Display

A wonderful assortment of Ally flags representing practically every Ally; all wool bunting. See our window display. On sale, main floor. Range in price from \$4.20 up to \$11.25. —Main Floor